RELATIONSHIP BETWEEN NEW ONLINE-SOCIALIZED WORLD AND ORGANIZATION BASED SELF ESTEEM

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Abstract: The emergence of Internet-based social media has made it possible for people to communicate online, and this new world changed rules of old-style offline socialization. Socialization is an integrated situation in new world conditions which should not be interrupted by the usage prohibitions in work-time. Besides, Organization-based self-esteem (OBSE) reflects the perception, individuals have of themselves as important, meaningful, effective, and worthwhile within their organization. (Mayer & McNary, 2007) Regulation varieties about internet usage known as Employee Internet Management strategies are negatively affecting OBSE. This paper also focuses on a new era, and new media, also informs about different statistics about social media usage, which is required to understand the importance of social networking. Facebook and Twitter are selected as important references for the new form of socialization and examined in details to understand why people as workers need to use social media. The implications for organizations and employees are discussed.

Keywords: Communication, Socialization, OBSE, Internet, Employee, Social Media, Facebook, Twitter

1. INTRODUCTION

This paper examines the relationship between new forms of socialization, and the reflections of this new era on work-life. Employee Internet Management strategies, specifically e-management and enforcement are studied in details. Organization based self esteem (OBSE) is defined accordingly with the literature which reflects the perception individuals have of themselves as important, meaningful, effective, and worthwhile within their organization. Examples of Employee Internet Management and prohibition strategies are examined and as a result it is stated that different levels of prohibition negatively effects OBSE. Lastly, a new world is observed at the base of social media, by the examples of Facebook and Twitter.

2. USE OF SOCIAL MEDIA

Social media encompasses a wide range of online, word-of-mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking websites, to name a few. As illustrated by Table 1, social media outlets are numerous and varied. Mangold & Faulds (2009) categorize examples of social media as follows:

Table 1. Social Media Categories

Examples
_ **Social networking sites (MySpace, Facebook, Faceparty)**
_ **Creativity works sharing sites:**
_ **Video sharing sites (YouTube)**
_ **Photo sharing sites (Flickr)**
_ **Music sharing sites (Jamendo.com)**
_ **Content sharing combined with assistance(Piezo.com)**
_ **General intellectual property sharing sites (Creative Commons)**
_ **User-sponsored blogs (The Unofficial AppleWeblog, Cnet.com)**
_ **Company-sponsored websites/blogs (Apple.com, P&G's Vocalpoint)**
_ **Company-sponsored cause/help sites (Dove's Campaign for Real Beauty)**
_ **Invitation-only social networks (ASmallWorld.net)**
_ **Business networking sites (LinkedIn)**
_ **Collaborative websites (Wikipedia)**
_ **Virtual worlds (Second Life)**
_ **Commerce communities (eBay, Amazon.com)**
_ **News delivery sites (Current TV)**
_ **Educational materials sharing (MIT, MERLOT)**
_ **Open Source Software communities (Linux.org)**
_ **Social bookmarking sites to recommend music, videos, etc. (Digg, del.icio.us)**

3.   SOCIALIZATION

The emergence of Internet-based social media have made it possible for one person to communicate with hundreds or even thousands of other people at the same time about products and the companies that provide them. Mangold & Faulds (2009) argue that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers and also workers of a company to talk directly to one another.

The content, timing, and frequency of the social media-based conversations occurring between consumers and employees of a company are outside managers' direct control. Therefore, Mangold & Faulds (2009) argue that managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. On the other hand, today's online world also requires control of the employees' social media behavior. This control which remains as the focus of this paper may demotivate the employees, so the balance of the control here is very critical.

Socialization is examined in different perspectives in the literature. Ward (1974) defined consumer socialization as "processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace" (Ward 1974, p. 2). This definition gave focus to a new generation of researchers and an emerging field of study pertaining to children as consumers. Twenty-five years later, an impressive body of research has accumulated on the topic of consumer socialization.

Researchers have explored a wide range of topics reflecting children's growing sophistication as consumers, including their knowledge of products, brands, advertising, shopping, pricing, decision-making strategies, and parental influence and negotiation approaches. Today, an update is required for such studies, because as tomorrow's employees are getting used to socialize online from very early years of their life. For companies, controlling or prohibiting social media usage at work-time is getting more problematic.

Also examined have been the social aspects of the consumer role, exploring the development of consumption symbolism, social motives for consumption, and materialism. The most well-known framework for characterizing shifts in basic cognitive abilities is Piaget's theory of cognitive development, which proposes four main stages of cognitive development: sensorimotor (birth to two years), preoperational (two to seven years),

concrete operational (seven to eleven years), and formal operational (eleven through adulthood; Ginsburg and Opper, 1988).We have to note here that, this stages are affected mainly by internet and social media, in today's world. Children, as the awaiting consumers and workers of the companies for the future are growing with social media and they will need to use these channels in their life.

4. INTERNET USAGE

An electronic Webpage survey was used to collect the data required for examining the motivation to use the internet. A total of 1370 usable responses was obtained. Results indicated that local Internet users used the Internet mainly because they perceived the Internet to be more useful for their job tasks and secondarily, because it is enjoyable and easy to use. The findings demonstrated that while perceived usefulness had consistently strong effects on all usage dimensions (frequency of Internet usage, daily Internet usage and diversity of Internet usage), perceived ease of use and perceived enjoyment affected each specific usage dimension differently. This study may also show the tendency to use social media, as online socialization conditions. Perceived usefulness is defined as the prospective user's subjective belief that using a specific application system will increase his or her job performance within an organizational context. A system high in perceived usefulness, therefore, is one which the user believes in the existence of a positive use-performance relationship. In other words, the user believes that the use of such a system would yield positive benefits for task performance. (Teo, et al, 1999) For today's online world, it will be logic to argue that social media usage will benefit employees in terms of increasing their task performance, which is taken into account as a motivator of organization based self esteem.

To understand better, perceived ease of use refers to the degree to which the prospective user expects the use of the target system to be free of effort. Radner and Rothschild (1975) stated that the effort is a finite resource that a person may allocate to the various activities for which he or she is responsible. Hence, Davis (1992) purported that all else being equal, an application perceived to be easier to use than another is more likely to be accepted by users.

As the 21st century progresses, the Internet is showing no signs of slowing in growth. International Telecommunications Union, for example, reports that there are more than 2,7 billion Internet users worldwide. This represents a 175% increase from the estimated number of Internet users in 2005. Further evidence of the explosive growth can be found in the increase of worldwide broadband subscriptions. International Telecommunications Union forecasts a 1000% increase through 2005 in the mobile broadband subscription for 2013.

As seen in Table 2, world population is expected to be 7.1 billion in 2013, and the ratio of internet users among all populations will increase to 39%, which will be 30% more than 2012 figures. This change is felt deeper in the developing countries by nearly %50 increase, from %21 to %31. The percentage change in developed countries is again %10, but this is a smaller increase because the base value is more than three times of the percentage of the developing world. When we examine the breakdown across regions, we see in Table 3 that the highest rates are in Europe and America, which is followed by the Arab States, and Asia Pacific regions.

Table 2. Worldwide Internet Users

Worldwide Internet users			
	2005	**2010**	**2013[a]**
World population [3]	6.5 billion	6.9 billion	7.1 billion
Not using the Internet	84%	70%	61%
Using the Internet	16%	30%	39%
Users in the developing world	8%	21%	31%
Users in the developed world	51%	67%	77%
[a] Estimate. **Source: International Telecommunications Union**			

Table 3. Internet Users by Region

Internet users by region			
	2005[b]	**2010[b]**	**2013[a,b]**
Africa	2%	10%	16%
Americas	36%	49%	61%
Arab States	8%	26%	38%
Asia and Pacific	9%	23%	32%
Europe	46%	67%	75%
[a] Estimate. [b] Per 100 inhabitants. **Source: International Telecommunications Union**			

5. ORGANIZATION BASED SELF-ESTEEM (OBSE)

OBSE is defined as "the degree to which organizational members believe they can satisfy their needs by participating in roles within the context of an organization" (Pierce et al., 1989, p. 625). Social media's abandonment directly affects employees' perception about the company they are working for, and this will negatively affect their organization based self-esteem. Such a prohibition signals employees that the company does not trust to its employees and so tries to control their internet use.

On the other hand, OBSE reflects the perception individuals have of themselves as important, meaningful, effective, and worthwhile within their organization. If my company respects my internet usage, then I work more motivated, says one of my friends, who is a union leader in a multinational company. Employees with high OBSE participate in activities valued by their organization and in other organization-related behaviors that will benefit the organization to display organizational citizenship behavior (OCB). (Mayer et al., 2007)

6. EMPLOYEE INTERNET MANAGEMENT

Internet usage is growing, but let's examine the reflection to the organizations. How can organizations protect their work performance from this increase. According to a Websense, Inc. A survey of human resource directors, approximately 70% of companies provide Internet access to more than half of their employees. A critical aspect of usage for organizations is productivity. Users should be utilizing the Internet to increase productivity and not for nonproductive uses. Dysfunctional uses include chat room participation, downloading or viewing pornography, stock watching, cybersex, and so on. The organizations have to eliminate these dysfunctional uses and at the same time they have to preserve the organization based self esteem of their employees in high levels.

In a study to examine intrinsic and extrinsic motivations in the workplace, Davis et al. (1992) found that people's intentions to use computers are influenced mainly by their perceptions of how useful the computers are for improving their job performance, and less so, by the degree of enjoyment they experience in using the computers

per se. Similar findings have also been reported by Igbaria et al.'s (1994) study on the respective roles of perceived usefulness and perceived fun in the acceptance of technology. Therefore, it is logical to deduce that in a single day, perceived usefulness and perceived enjoyment will be stronger motivators encouraging greater daily usage as compared to perceived ease of use. This is a signal that prohibition of social media usage will decrease the usage of the internet and ultimately harm the motivation of the employee.

Prior research in the area of Employee Internet Management has generally been manifested in the form of industry-driven surveys. Studies have primarily examined monitoring, Internet use policies, and Internet behavior. The following surveys provide examples of prior research. According to a 2001 American Management Association (AMA) survey of 1,627 managers, nearly 50% of companies monitor electronic mail, 63% monitor Internet use, and 89% monitor their employees in one way or another. The AMA notes that 74% of corporations use monitoring software.

An Information Week research survey of 250 information technology and business professionals found 62% of companies monitor its employees' website use. Approximately 60% monitor phone use, 54% monitor electronic mail, and less than 20% monitor productivity of home-office workers. A Websense, Inc. study examined policies and behavior. The survey of 224 human resource management directors found that 83% of the companies indicated they have Internet access policies (IAP). Even though IAPs exist, 64% of the companies have disciplined employees and more than 30% have terminated employees for inappropriate use of the Internet. Approximately 50% of companies are not concerned about the problem and/or have done little to enforce the IAPs. Sixty percent of the companies use self or managerial oversight, and only 38% use filtering software(Case & Young, 2002). However, prior research has been limited to primarily industry-driven surveys. The research appears fragmented with inconclusive results and variables such as employee training, screening, and rehabilitation are not explored. For further studies such variables would be useful in improving employee Internet management.

Here, we have to talk as a roadmap about Internet E-management framework, which was developed by Case and Young. This is the most important study about understanding employee behaviour in work-life, which is directly related with this paper, studying the relationship between social media usage and organization based self-esteem. The Internet E-Management Framework utilizes four constructs. These constructs are identified as e-management, enforcement, job necessity, and e-behavior. Each construct is hypothesized to impact productivity. E-management and enforcement are organization-level or macro constructs, which will be studied and used in this paper. Accordingly with the prior research, we argue that E-management of the organizations harm the organization based self esteem of the employees.

Hypothesis 1:

''E-management implementation in the organizations negatively effects employees' organization based self-esteem.''

E-management is the organization's culture relating to their tendency of being proactive to Internet misuse. Possible proactive practices include policy implementation, screening, training, monitoring, or no measures. Enforcement can be stated as the organization's tolerance or re-action to employee Internet misuse. Possible reactions include discipline, dismissal, or rehabilitation. Here, enforcement strategies are perceived by employees as a restriction which is considered as a deviant behavior and demotivates them, ultimately decrease their organization based self esteem.

Hypothesis 2:

''Enforcement strategies in the organizations negatively effects employees' organization based self-esteem.''

Job necessity and predominant e-behavior are employee-level or micro constructs. Job necessity relates to the percentage of time that the Internet is necessary to perform individual job functions relative to the individual's total work time. Predominant e-behavior includes dysfunctional behavior such as electronic mail misuse, involvement in non–work related newsgroups, chat room participation, slacking, cybersex, pornography, gambling, and security threats. (Case & Young, 2002)

7. NEW ERA

New Era is a concept that has recently entered academic and media discourse, although widely used, has several meanings with differing implications for the online world, well-being of the economy, individual and social welfare. The development of the Internet, in particular, is said to have profound implications for the organization of economic activity and for increasing productivity (Castells, 2001). Other analysis focus more circumspectly, on the changing character of work associated with technological change, deregulation and globalization (Beck, 2000; Carnoy, 2000; Sennett, 1998) and the new social inequalities that seem to be accompanying these processes. Ulrich Beck (2000) argues that work at all levels is characterized by insecurity and increasing inequality. These social inequalities are achieved in the workplace by different internet usage regulations. Workers at different levels face different prohibition levels of the internet which again harms the organization based self esteem of the workers.

Hypothesis 3:

   ''Difference in internet prohibition for different levels in the organizations negatively effects employees' organization based self-esteem.''

The 21st century is witnessing an explosion of Internet-based messages transmitted through online media. In the new era, online communication has become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase evaluation. Besides, new working patterns have eroded the boundaries and collective rhythms of working life and the concept and reality of a fixed working day have declined for many people. (Doyle and Reeves, 2001; Fagan, 2001; Hochschild,1997; McDowell, 1997)

Furthermore, the tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated media. This form of media ''describes a variety of new sources of online information that are created, initiated, circulated and used by consumers' intention educating each other about products, brands, services, personalities, and issues'' (Blackshaw &Nazzaro, 2004, p. 2). In the new era the employees interact with other people online (with social media), and it is obvious that social media usage in the workplace is needed to form these ties in today's world.

8. SOCIAL NETWORK

A social network is a group of individuals or entities that are connected through various factors such as common topics of interest, similar demographics, friendships, purposes of knowledge or commercial exchange, online self-presence, and a sense of belonging. These phenomena have been studied under different names such as virtual communities (Rheingold, 1993), virtual communities of consumption (Kozinets, 1999), online communities, electronic tribes (Cova, 1997; Kozinets, 1999; Cova, 2002; Adam and Smith, 2010), etc. In addition to building or using these platforms, it is crucial for today's firms to understand how to retain their network members within this emerging media. (Toker&Seraj, 2012)

In terms of loyalty, commitment or re-use intentions of social networks, there have been a few studies focusing on theoretical models and their empirical tests. Preece (2001) has discussed the success factors for online communities through the concepts of sociability and usability. The sociability aspect was described by purpose, policy, and people items which were the main ingredients to build an online community; whereas usability which included dialogue and social support, information design, navigation and access, pointed at the abilities and characteristics of an online platform to provide means to the people involved in it. (Toker&Seraj, 2012) Apart from the usability and sociability model, where functional and social benefits were taken as end results, Langerak et al. (2007) proposed and showed that the user participation in online networks was a matter of membership satisfaction with member-member interactions, member-organizer relationship, and community site. Facebook and Twitter are the most popular examples of social media usage in today's world.

8.1 Facebook

Online social networking platforms have become indispensable for our lives today. They facilitate us to socialize, exchange knowledge, share experiences, find commercial or professional opportunities, and have fun. The 20 sites with the highest traffic (Alexa Top 500 Global Sites) are either social networking sites or search engines. Among these, Facebook has the second highest ranking after google.com and it has created a different

"internet" of its own with more than 30% of the Internet users all over the world as Facebook members. (Cova, 1997; Kozinets, 1999; Cova and Cova, 2002). Given the growth of social networking sites, it is perhaps unsurprising that their use has garnered media attention, including the seemingly now obligatory scare stories involving identity theft, workplace usage levels and even addiction. (Joinson, 2008)

Online social networking sites like Facebook may also serve a number of other purposes which prove their need in the workplace. Lampe et al. (2006) draw a distinction between the use of Facebook, a survey of over 2,000 students, found evidence that the primary use of Facebook was for 'social searching' – that is, using Facebook to find out more about people who they have met offline. The use of Facebook for 'social browsing', for instance, to meet someone via the site with the intention of a later offline meeting, or to attend an event organized online, scored relatively low amongst their sample. On the other hand, the main use reported by the sample studied by Lampe et al. (2006) was to, "keep in touch with an old friend or someone I knew from high school",which also suggests a similar function for Facebook. In support of this view, Lampe et. al. (2007) report that user's completion of profile fields that share a common referent (e.g. class, office, sector or hometown) is positively associated with more friends, perhaps because such information encourages the development of ties based on shared experiences. (Jionson, 2008) These studies prove the need for these social networking sites in the workplace.

8.2 Twitter

Users derive a variety of uses and gratifications from social networking sites, including the traditional content gratification alongside building social capital, communication, surveillance and social networking surfing. (Java et al, 2007) Twitter, a popular microblogging tool has seen a lot of growth since it launched in October, 2006. Microblogging is a new form of communication in which users can describe their current status in short posts distributed by instant messages, mobile phones, email on the Web. On Twitter, updates or posts are made by succinctly describing one's current status within a limit of 140 characters. Topics range from daily life to current events, news stories, and other interests. With the recent popularity of Twitter and similar microblogging systems, it is important to understand why and how people use these tools. Understanding this will help us to explain why people need to use Twitter in the workplace.

These are all new forms of socialization and in today's world workers also require to satisfy such needs in the workplace. Facebook and Twitter as the important examples of online socialization tools are now important tools for social integration. Workers in an organization either working computer-integrated or not evaluate the freedom of social media as one of the crucial working condition. Prohibition of these social media usage negatively effects the perception individuals have of themselves as important, meaningful, effectual, and worthwhile within their organization.

Hypothesis 4:

''The use of social media within organizations is positively associated with organization based self-esteem.''

CONCLUSION

The aim of this paper is to examine the relationship between new online world on the base of worklife conditions and organization based self-esteem of employees. First, the concept of socialization is defined in details, and information about the internet usage is provided which proves the importance of the online world and social media usage. Then, organization based self esteem concept by various perspectives from literature is examined. Afterwards, internet and social media usage at work-time is evaluated and examples of controlling or prohibition strategies are explained. Some empirical studies of literature are also provided to understand the importance of the subject better.

Accordingly with prior studies two hypotheses are presented including the relationship of e-management and enforcement strategies by organization based self-esteem. These two concepts, which are explained in related parts of this paper are taken from the literature. Another important concept here is the degree of the control on employee internet usage. The need of online socialization for employees is a must in the new era. There are several employee internet management strategies examples from empirical studies, which the employees are directly affected by. Here, the justice of the system is very crucial, because a prohibition which bases on the positions of the workforce negatively affects the organization based self-esteem of the employees.

In the last part of the paper, the social network concept is detailly examined. Definitons from literature are included and the motivators to use social network sites are explained. Understanding of commitment and loyalty concepts are required for betterly perceive the importance of social media channels in today's daily life. The requirement of social media in the workplace is explained. Ultimately, the most popular two social media channels, Facebook and Twitter are studied in a detailed form.

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